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MAYOR OF JERSEY CITY

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***Jersey City Fourth of July “Freedom & Fireworks Festival” to be Premier New Jersey Fireworks Show; Event Sponsored by Budweiser, Suntex Marinas, The Jersey Journal & nj.com to Feature Two National Music Acts & Support Folds of Honor Veterans Organization***

**JERSEY CITY – Mayor Steven M. Fulop** announced today that the City of Jersey City will host New Jersey’s premier **Fourth of July concert and fireworks** spectacular, the Jersey City **“Freedom & Fireworks Festival,”** from **noon to 10:30 p.m.** on **Friday, July 4, 2014** at **Liberty State Park**, with musical performances by Craig Morgan and Kristen Redmond as well as local performers. Sponsors for the event include Suntex Marinas, Budweiser, The Jersey Journal, nj.com and Napa Auto Parts.

The 20-minute fireworks display will be performed by the nationally-acclaimed fireworks entertainment production company, Fireworks by Grucci, known as “America's First Family of Fireworks,” who specialize in state-of-the-art world class fireworks performances designed for many of the world’s most special events including seven consecutive U.S. Presidential Inaugurations, Olympic Games and World’s Fairs.

The Jersey City event, which is free and open to the public, is expected to draw approximately 150,000 people to Liberty State Park, the most patriotic site in the country to celebrate America’s independence, with views of the Statue of Liberty, Ellis Island, the Freedom Tower, and the Jersey City and New York City skylines.

With the announcement that New York City was moving the Macy’s Fireworks display to the East River, Jersey City officials worked quickly to fill the void of a fireworks show along the Hudson for residents of Jersey City, northern New Jersey, and the west side of New York City. By partnering with Suntex Marinas and Budweiser, the City was able to fund the musical acts and fireworks display through corporate sponsorship.

“We are excited to bring fireworks back to Jersey City and to have the premier Fourth of July event in New Jersey,” said **Mayor Fulop**. “Thanks to the help of our great sponsors, this will truly be a national event and will be a great day of entertainment for the entire family.”

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In addition to a wide variety of food trucks and local vendors, entertainment and attractions, attendees will be able to participate in a variety of games and recreational activities, as well as enjoy carnival rides and much more.

In an effort to give back to the families of our military men and women who have made the ultimate sacrifice, Budweiser and its wholesaler network will also donate \$3 million to Folds of Honor during the festivities, which is the second annual event to support the organization that assists the spouses and children of fallen veterans with educational scholarships.

"Budweiser is excited to partner with Jersey City to bring the July 4th fireworks back to Jersey City and support Folds of Honor," said **Tom Kraus, director, Budweiser**. "We have actively supported the military for more than 150 years. This event is one more way to say 'thank you.'"

A special guest appearance from the iconic Budweiser Clydesdales kicks off the day's festivities, along with the Budweiser Brewmaster Experience and Beer Gardens. Craig Morgan joins Budweiser to salute service men and women, both past and present, with a free concert that begins at 5:30 p.m.

Additionally, Budweiser is celebrating Independence Day in the tri-state area with a special delivery. At the Jersey City Freedom & Fireworks Festival, the Budweiser Clydesdales, hitch team and red wagon will deliver a educational scholarships to a military family on behalf of the Folds of Honor Foundation, Budweiser and the Budweiser wholesaler network. The scholarships delivered in Jersey City over the Fourth of July holiday is just one of 600 Budweiser and its wholesalers will fund through a \$3 million donation to Folds of Honor in 2014. Anyone wishing to support Fold of Honor can do so by entering an online code found in specially marked packages of Budweiser to trigger a \$1 donation, up to \$1 million, that will provide scholarships to families of military killed or disabled in action.

#### **Timeline of Days Events**

9:00am	Clydesdale stables open for stable viewing
12:00pm	Beer Garden Experiences open
1:00pm	Budweiser Brewmaster Experience open
4:00pm	Clydesdales begin hooking up to wagon
5:00pm	Budweiser Clydesdale Show, until 7pm
5:30pm	Opening Act, Kristen Redmond, 90-min performance
7:00-7:30pm	Suntex / Jersey City presentation
7:00pm	Craig Morgan, 2-hour performance Scholarship presentation during performance*
8:00pm	BGEs & Brewmaster Experience close Fireworks by Grucci to follow

This is the first Fourth of July fireworks event in Jersey City since 2008, and Mayor Fulop plans to make this one of the premier Independence Day events in the nation.

"Suntex Marinas is honored to partner with the Folds of Honor Foundation again for their Second Annual Patriot Boating Day festivities and to celebrate America's heroes this Fourth of July," said **Johnny Powers, Founder and CEO of Suntex Marinas**. "The 2013 events at Liberty Landing Marina were a huge success that raised over \$200,000 for the Folds of Honor cause. With the growing support from the City of Jersey City, Budweiser, Liberty House Restaurant and many others, this year's events will raise even more awareness and funds for the military families that have lost so much."

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**Cake Boss, Buddy Valastro, is also creating a special Fourth of July cake for the Jersey City Freedom & Fireworks Festival.** The cake will be a one-of-a-kind cake featuring various Jersey City landmarks and attractions, including the Colgate Clock, City Hall, and the Statue of Liberty. The cake will also feature sparklers as part of its “festive” look.

Liberty State Park consists of 1,200 acres, with wildlife habitats, open water, fields, nature trails, bike paths, picnic areas and the two-mile Hudson River walkway, known as Liberty Walk. It is the most visited state park with 5.2 million visitors last year.

### **MEDIA RSVP**

All media wishing to cover the event must RSVP with the City of Jersey City by emailing [jenniferm@jcnj.org](mailto:jenniferm@jcnj.org) with the names of the reporters and/or camera crews attending the event. Please indicate if you will be bringing a satellite truck or other vehicle. Once registered, you will receive a MEDIA Parking Pass (printable) and instructions on how to enter the park. Media credentials will be issued on-site media tent.

### **TRANSPORTATION TO THE EVENT**

Anyone attending the event is encouraged to take public transportation to Liberty State Park as parking will be extremely limited in the park and surrounding areas.

Attendees planning to utilize Hudson-Bergen Light Rail service to and from Liberty State Park for the July 4 fireworks will encounter crowded conditions and delays due to the operating capacity of HBLR system. Light rail vehicles can transport a maximum of 3,000 customers every hour in each direction. Current estimates forecast attendance to potentially be in excess of 100,000 people.

Attendees can expect extensive wait times which could span in excess of several hours, particularly following the event. With this, attendees planning to use the HBLR should build enough time into their travel plans or consider leaving the park before the end of the fireworks.

***Customers are strongly encouraged to buy roundtrip tickets from ticket vending machines in advance of the fireworks event.***

**PATH** is providing extra trains to accommodate the Fourth of July services in Jersey City, including extending service at Exchange Place and the World Trade Center until 2:00 am.

**Statue Cruises** will have boats departing every half hour from LSP to Warren Street Jersey City and then to NYC from 9am to 8:30 pm on July Fourth.

Liberty State Park can also be reached on foot via the Hudson River Waterfront Walkway so anyone wishing to attend the event from downtown Jersey City can walk to the park along the walkway.

Commercial parking will be available throughout the city. Visitors are advised to use only registered and licensed parking facilities. Check with lot operators for fees and hours of operation.

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**BAGS/BACKPARKS NOT PERMITTED**

The New Jersey State Park Police and Jersey City Police Department are **NOT ALLOWING** any bags/backpacks into the concert/Budweiser venue that day. **ONLY CLEAR BAGS ARE PERMITTED.**

**ABOUT FOLDS OF HONOR**

The Folds of Honor Foundation is rallying a nation to ensure no family is left behind in the fight to preserve American freedom. Through scholarships and other assistance, we give back to the spouses and children of soldiers killed or disabled in service to our country. We provide healing, hope and an opportunity for dreams to be realized...with the support of people like you. We feel this is our duty as citizens of the greatest country in the world. Over 60,000 soldiers have been killed or disabled in the military operations in Iraq and Afghanistan--Iraqi Freedom, Enduring Freedom, and Operation New Dawn. These service members' families exceed the national average of 2.5 dependents per household. As of January 1, 2014, over 1.4 million dependents have been adversely affected by multiple deployments to Iraq and Afghanistan. More than 87 percent of the dependents affected by the recent wars do not qualify for federal scholarship assistance. While the federal government provides some support for these families, it cannot succeed alone without proactive civilian organizations to assist.

**ABOUT BUDWEISER & FOLDS OF HONOR**

Since partnering with Folds of Honor Foundation in 2010, Budweiser and its wholesalers have raised nearly \$10 million for military families, accounting for thousands of scholarships across the country. In 2014, the brand and its wholesalers will donate more than \$3 million to the Folds of Honor Foundation. With each educational scholarship valued at \$5,000, the more than \$3 million donation will provide an estimated 600 scholarships to families of soldiers killed or disabled in action.

Anheuser-Busch's Budweiser Clydesdales make hundreds of appearances each year as an enduring symbol of Budweiser's heritage, tradition and commitment to quality. This year marks the 81st anniversary of the Budweiser Clydesdales, which made their first appearance on behalf of Anheuser-Busch on April 7, 1933, when they delivered a case of Budweiser to the White House in celebration of the repeal of prohibition of beer. For the complete Budweiser Clydesdale press kit, including photos, videos and fact sheets, visit <http://anheuser-busch.com/Budweiserclydesdales/>

**ABOUT GRUCCI FIREWORKS**

The Gruccis have transformed the night skies to the delight of millions across the globe since 1850. Among their signature performances are countless performances in and around Las Vegas, NV., seven consecutive U.S. Presidential Inaugurations; the Olympic Games in Beijing, Salt Lake City, Los Angeles and Lake Placid; commemorations such as the Centennial of the Statue of Liberty and star-studded extravaganzas including the grand opening of the Atlantis Dubai and the Palm Jumeirah Island in the United Arab Emirates. On New Year's Eve 2013, a stunning performance displaying 479,651 fireworks made its debut above Dubai's iconic skyline. The Gruccis achieved their "Largest Fireworks Display" title with this performance and smashed the Guinness Book of World Record's preceding mark.

**All media inquiries should be directed to Jennifer Morrill, Press Secretary for the City of Jersey City, at 201-547-4836 or 201-376-0699.////**